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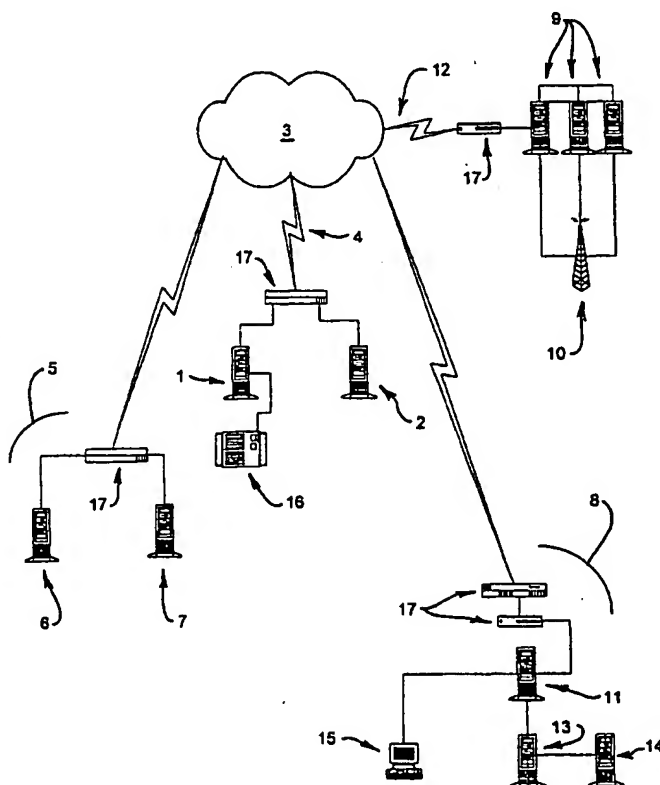
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- (54) Title: INTERNET REDIRECTION METHODS**



(57) Abstract: A method of delivering email from a sender to a recipient, via a redirection service, including the step of the sender obtaining the recipient's telephone number. Thereafter, the sender forwards an email message to the email address: <telephone number>@<redirection service domain>. The redirection service receives the message and checks to see whether the recipient's telephone number is registered, the redirection service forwards the email message to an address which has previously been specified by the recipient. A similar method applies for directing a computer user to an Internet site associated with a person or business, via a redirection service.

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CLAIMS

1. A method of delivering email from a sender to a recipient, via a redirection service, including the following steps:
 - 5 (a) the sender obtains the recipient's telephone number;
 - (b) the sender forwards an email message to the email address:
<telephone number>@<redirection service domain>
 - (c) the redirection service receives the message and checks to see whether the recipient's telephone number is registered with the redirection service;
 - 10 (d) if the recipient's telephone number is registered, the redirection service forwards the email message to an address which has previously been specified by the recipient.
2. A method according to claim 1 including the additional step:
 - 15 (e) if the recipient's telephone number is not registered, the redirection service forwards to the recipient a notification that email is waiting for the recipient.
3. A method according to claim 2 wherein the telephone number is a mobile
20 telephone number, and the notification forwarded to unregistered recipients is an SMS (short message service) message.
4. A method according to claim 2 wherein the redirection service adds
advertising material to redirected email messages, and the redirection service
25 derives revenue from advertisers.
5. A method of directing a computer user to an Internet site associated with a person or business, via a redirection service, including the following steps:
 - (a) the computer user obtains the telephone number of the person or
30 business;
 - (b) the computer user types into an Internet browser the following:
<telephone number>@<redirection service domain>

(c) the redirection service checks to see whether the person or business's telephone number is registered with the redirection service;

(d) if the person or business's telephone number is registered, the redirection service redirects the computer user's browser to an Internet address which has

5 previously been specified by the person or business.

6. A method according to claim 5 including the additional step:

(e) if the person or business's telephone number is not registered, the redirection service forwards to the person or business a notification inviting the

10 person or business to register.

7. A method according to claim 6 wherein the telephone number is a mobile telephone number, and the notification forwarded to unregistered persons and businesses is an SMS (short message service) message.

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8. A method according to claim 5 wherein, unless otherwise arranged by the person or business whose telephone number is registered, the redirection service displays advertising material for a short time before proceeding with the redirection, and the redirection service derives revenue from advertisers.

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9. A method according to claim 8 wherein the person or business whose telephone number is registered may elect to pay a fee to the redirection service, whereupon redirection proceeds immediately, with no advertising material being displayed.

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10. A method of delivering email from a sender to a recipient, via a redirection service, including the following steps:

(a) the sender has redirection service software integrated into or additional to his or her email software;

30 (b) the sender obtains the recipient's telephone number;

(c) the sender sends an email message to the email address:
<telephone number>

using the redirection service software and/or his or her standard email application software;

(d) the redirection service software forwards the recipient's telephone number to the redirection service;

5 (e) the redirection service receives the telephone number and checks to see whether it is registered with the redirection service;

(f) if the recipient's telephone number is registered, the redirection service forwards the email message to an address which has previously been specified by the recipient.

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11. A method according to claim 10 wherein the email address used by the sender includes an identifier in addition to the recipient's telephone number, and the purpose of the identifier is to alert the redirection service software that the email address being entered is a telephone number rather than a normal email
15 address.

12. A method according to claim 10 including the additional step:

(g) if the recipient's telephone number is not registered, the redirection service forwards to the recipient a notification that email is waiting for the
20 recipient.

13. A method according to claim 12 wherein the telephone number is a mobile telephone number, and the notification forwarded to unregistered recipients is an SMS (short message service) message.

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14. A method of directing a computer user to an Internet site associated with a person or business, via a redirection service, including the following steps:

(a) the computer user has redirection service software integrated into or additional to his or her web browser software;

30 (b) the computer user obtains the telephone number of the person or business;

(c) the computer user types into an Internet browser or the redirection service software the following:

<telephone number>

- (d) the redirection service software forwards the telephone number to the redirection service;
- (c) the redirection service checks to see whether the person or business's
5 telephone number is registered with the redirection service;
- (e) if the person or business's telephone number is registered, the redirection service redirects the computer user's browser to an Internet address which has previously been specified by the person or business.
- 10 15. A method according to claim 14 wherein the Internet address which the computer user types into his or her browser includes an identifier in addition to the person or business's telephone number, and the purpose of the identifier is to alert the redirection service software that the Internet address being entered is a telephone number rather than a normal Internet address.
- 15 16. A method according to claim 14 including the additional step:
- (f) if the person or business's telephone number is not registered, the redirection service forwards to the person or business a notification inviting the person or business to register.
- 20 17. A method according to claim 6 wherein the telephone number is a mobile telephone number, and the notification forwarded to unregistered persons and businesses is an SMS (short message service) message.

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